



CORPORATE SPONSORSHIPS OVERVIEW



Becoming a PEPY Sponsor

Boosting your companies image and financial opportunities

Why Support PEPY?

Benefits in Brief

BECOMING A PEPY SPONSOR

Boosting your companies image and financial opportunities

Supporting PEPY is a fantastic way to boost your company's image amongst consumers and shareholders, as well as increase your marketing reach. In short, consumers like to shop and support businesses that contribute to community development. Aligning your organization with PEPY ensures that your support will be acknowledged on multiple platforms and will allow you to associate your company with a well reputed organization, leading to your company gaining more loyal customers.



Consumers want to see more corporate social responsibility.

- 83% of Americans wish more of the products, services, and retailers they use would support causes
- 90% of consumers want companies to tell them ways they are supporting causes
- 75% of consumers think companies should address issues in education
- 85% of consumers have a more positive image of a product or company when it supports a cause they care about
- 80% of Americans are likely to switch brands about equal in price and quality, to one that supports a cause

Source: 2010 Cone Cause Evolution Study.



BECOMING A PEPY SPONSOR

Why Support PEPY?

PEPY Empowering Youth is a Governance and Professionalism Practice Accredited NGO that has primarily operated in Siem Reap, Cambodia since 2015. The PEPY team is dedicated to the personal and professional development of rural Cambodian youth by providing programs that encourage youth to be change makers and leaders through their work and in their communities.

PEPY programs start at the high school level through to skilled employment, enabling youth to have the network and resources to be effective job seekers and job creators. Through corporate partners, PEPY's team and **Scholarship for Higher Education (SHE) Program** are supported, allowing the most dedicated but financially disadvantaged youth access to higher education and vocational training.

Supporting a PEPY scholar makes a significant difference. Our scholars are dedicated to service, conducting community payback projects during their first year of studies. In addition, PEPY scholars and alumni participate as speakers in our high school **Dream Management Program** providing mentorship and inspiration to many rural youth planning their futures. In summary, being a SHE Program supporter means your impact is community wide and will improve the futures of rural Cambodians.

Besides guaranteeing a great return on your investment, **we have a long and reliable relationship with both local and international corporate sponsors**

- PEPY has been supported by various corporations and foundations for over a decade. We have the experience to market your business professionally and effectively.
- Our partners work closely with our team to ensure they are happy with how they are advertised and that PEPY is marketed tastefully and effectively in their businesses (on their websites, posters, flyers, menu info, etc.)
- We are flexible with our corporate partnership agreements and the level of support we expect from our partners. Corporate sponsors at the highest level can support PEPY scholars while we will partner with businesses providing event or campaign donations.



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Since the PEPY team started their work in Siem Reap, they have built a large international and local following through their many alumni, volunteers, and visitors. As a PEPY corporate sponsor, your organization will be promoted in various ways:

- By featuring your organization on our social media platforms and website that collectively have over **12,000 followers** and counting.
- Discussing your business and what your support has enabled us to do on radio shows and podcasts when appropriate or as requested by you.
- Encouraging our tour groups and alumni to patronize your business.
- Featuring your logo and information at our local and international events.
- Providing you with positive reviews on Trip Advisor, Google, and Facebook highlighting your charitable efforts and service.
 - At least twice a year after visits by our international or local community. For example, after team members, PEPY partners, or alumni groups patronize your business.
- **For local companies:**
 - Increase the consumer base of your business and promote it amongst our scholars and visitors.
 - Partner with you to make marketing packages for PEPY visitors, team, or alumni when relevant and appropriate.
 - Partner with you on local events when appropriate.
- **For international companies:**
 - Recommend your business to international visitors who live in your area.
 - Partner with you on international events when appropriate.

To discuss a partnership opportunity that would work well for your business, reach out to us at contact@pepyempoweringyouth.org.